AMENDMENTS TO THE CLAIMS

1-5.   (Cancelled)

6.   (Currently Amended) A method of ~~distributing~~ using one or more processors to distribute Internet advertisements to users comprising:

for each of a plurality of advertising strategies,

with a processor, associating a ~~number~~ plurality of advertisements with ~~an~~ the advertising strategy,:

with a processor, associating a number of search terms with the advertising strategy,: and

with a processor, associating a time duration with the advertising strategy,:

with a processor, assigning cookies to users of a search interface;

with a processor, collecting search terms employed by users of the search interface;

with a processor, storing the collected search terms for each user in association with each user's cookie;

for each of a plurality of users,

based on the collected search terms, ~~assigning each user to a selected~~ with a processor, selecting an advertising strategy to assign the user to by comparing a set of search terms associated with an advertising strategy to the search terms collected for the user over the immediately preceding period equal to the time duration associated with the advertising strategy and, if the user has employed any of the search terms associated with the advertising strategy over the period, assigning the user to the advertising strategy that includes serving to the user an advertisement associated with the selected advertising strategy; and

in response to a~~the~~ user visiting a publisher web site after the user is assigned to a selected advertising strategy, enacting the selected advertising strategy <u>to present an advertisement associated with the selected advertising strategy</u>.

7.   (Original) The method of claim 6 wherein collecting search terms includes collecting a unique identifier associated with each user.

8.   (Previously Presented) The method of claim 6 wherein the collection of search terms includes collecting combinations of multiple search terms.

9.   (Cancelled)

10.   (Original) The method of claim 6 wherein assigning each user to an advertising strategy occurs before the user visits the publisher web site.

11.   (Currently Amended) The method of claim 6 including <u>with a processor,</u> providing a plurality of selected advertisements, each associated with a selected advertising strategy, and wherein at least one of the advertising strategies comprises a default strategy in which none of the selected advertisements are served.

12.   (Original) The method of claim 11 wherein the default advertising strategy includes serving an advertisement other than the selected advertisements if the search terms do not relate to one of a collection of selected advertisements.

13.   (Original) The method of claim 11 wherein enacting the advertising strategy includes serving no advertisement if the search terms do not relate to one of a collection of selected advertisements.

14.   (Original) The method of claim 6 wherein assigning each user to an advertising strategy includes assigning at least some of the users to a strategy of serving no advertisement.

15.   (Original) The method of claim 6 wherein enacting the selected advertising strategy includes serving the user an advertisement at a different time than providing search results in response to a search request.

16.   (Currently Amended) A method of ~~distributing~~ using one or more processors to distribute Internet advertisements to users comprising:

with a processor, collecting search terms employed by users of a search facility;

with a processor, collecting a unique identifier associated with each user;

with a processor, storing the search terms and unique identifiers in a database, with each identifier associated with the search terms employed by the associated user;

with a processor, generating a plurality of selected advertising strategies, each with an associated arbitrary Boolean search expression, ~~the Boolean search expression corresponding to~~ based on search terms associated with the associated advertising strategy;

with a processor, assigning identifiers to at least one of the advertising strategies by comparing the search terms collected for the user to the Boolean search expression associated with each advertising strategy; and

in response to a user visiting a publisher web site, with a processor, determining the user's unique identifier, searching the database to determine an advertising strategy to which the user's unique identifier was assigned prior to the user's current visit to the publisher web site, and serving to the user an advertisement associated with the advertising strategy.

17.   (Original) The method of claim 16 wherein collecting search terms includes collecting combinations of multiple search terms.

18.   (Cancelled)

19.   (Currently Amended) The method of claim 16 including <u>with a processor,</u> providing a plurality of selected advertisements, each associated with a selected advertising strategy, and wherein at least one of the advertising strategies comprises a default strategy in which none of the selected advertisements are served.

20.   (Original) The method of claim 19 wherein the default advertising strategy includes serving an advertisement other than the selected advertisements if the search terms do not relate to one of a collection of selected advertisements.

21-22. (Cancelled)

23.   (Previously Presented) The method of claim 6 wherein collecting search terms comprises collecting a history of inquiries the user has submitted over a predetermined length of time.

24.   (Previously Presented) The method of claim 6 wherein collecting search terms comprises collecting a history of all queries the user has submitted to the search facility.

25.   (New) The method of claim 16 wherein the Boolean search expression associated with at least one of the selected advertising strategies incorporates a Boolean operator other than OR.

26.   (New) A computer-readable medium containing computer-executable instructions that when executed by a computing system cause the computing system to perform a method of distributing Internet advertisements to users comprising:

for each of a plurality of advertising strategies,

associating a number of advertisements with the advertising strategy,

associating a number of search terms with the advertising strategy, and

associating a time duration with the advertising strategy,

assigning cookies to users of a search interface;

collecting search terms employed by users of the search interface;

storing the collected search terms for each user in association with each user's cookie;

for each of a plurality of users,

based on the collected search terms, selecting an advertising strategy to assign the user to by comparing a set of search terms associated with an advertising strategy to the search terms collected for the user over the immediately preceding period equal to the time duration associated with the advertising strategy and, if the user has employed any of the search terms associated with the advertising strategy over the period, assigning the user to the advertising strategy that includes serving to the user an advertisement associated with the selected advertising strategy; and

in response to the user visiting a publisher web site after the user is assigned to a selected advertising strategy, enacting the selected advertising strategy to present an advertisement associated with the selected advertising strategy.

27.   (New) A computer-readable medium containing computer-executable instructions that when executed by a computing system cause the computing system to perform a method of distributing Internet advertisements to users comprising:

collecting search terms employed by users of a search facility;

collecting a unique identifier associated with each user;

storing the search terms and unique identifiers in a database, with each identifier associated with the search terms employed by the associated user;

generating a plurality of selected advertising strategies, each with an associated arbitrary Boolean search expression based on search terms associated with the associated advertising strategy;

assigning identifiers to at least one of the advertising strategies by comparing the search terms collected for the user to the Boolean search expression associated with each advertising strategy; and

in response to a user visiting a publisher web site, determining the user's unique identifier, searching the database to determine an advertising strategy to which the user's unique identifier was assigned prior to the user's current visit to the publisher web site, and serving to the user an advertisement associated with the advertising strategy.

28.   (New) The computer-readable medium of claim 27 wherein the Boolean search expression associated with at least one of the selected advertising strategies incorporates a Boolean operator other than OR.